CALPEEK

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***CAMPAIGN 2002:* SIMON WILL RUN FOR GOVERNOR. DOES HE HAVE THE TOOLS TO WIN GOP PRIMARY?**

Editor's note: L.A. businessman Bill Simon Jr., son of the Treasury Secretary in the Nixon Administration, will run for Governor in 2002. But can Simon put a primary campaign together that will be able to stop L.A's popular *termed out* Mayor Richard Riordan or CA's Secretary of State Bill Jones? Here is our update & analysis...

...So now Simon joins Jones as the second Republican to formally declare his intention to seek the GOP nomination to challenge Demo Gov. Gray Davis next year. It's still unknown whether Riordan will join Jones and Simon, but as of right now sources say Riordan is testing the waters – with the encouragement of the Bush White House. If Riordan runs, he becomes the GOP primary frontrunner. If he doesn't run, then Simon definitely has a chance...

...Here are the numbers from the Field Poll. 3-way race: Riordan **40%** vs. Jones **18%** vs. Simon **7%**. In a 2-way race: Jones **24%** vs. Simon **10%**, with a huge **66%** undecided...

...Back to Simon. Can he put together a strategy which will propel him past Jones and Riordan? While it's still very early in *Campaign 2002*, Simon's **name ID** among GOPer voters stands at ***23%*** - 16% positive vs. 7% negative. That puts him 21 points behind Jones and 41 points behind Riordan. Jones' name ID is 44% (***21% positive*** vs. ***19% negative***). Riordan's name ID is 64% (44% positive vs. 20% negative). The encouraging thing for Simon from these numbers are Jones' high negatives. Pro-Bush Calif. GOPers still hate Jones for his Bush-to-McCain flip-flop in 2000...

...To boost his name ID, Simon has embarked on a *Calif. Speaks* tour. By design, Simon has managed to stay clear of big media markets and instead has only ventured into "safe" GOP territory. And much of the time, Simon's tour is closed to the news media. While he may be getting solid experience and perfecting his core message, he's not getting the news media exposure he needs to close the name ID gap with his two rivals. Perhaps lead consultant Sal Russo doesn't feel Simon is ready for primary time and needs more time in smaller media markets...

...In terms of money, this is an area where Simon is light years ahead of Jones. But if Riordan enters the primary, that's another story – because Riordan has *deeper pockets* than Simon. As for issues & images, Simon is a fresh face in politics, but his positions are conservative and fairly close to Jones. Riordan is definitely the moderate in this field...

...FYI: Russo realizes Riordan rather than Jones is Simon's main threat. In Russo's latest edition of *The Insider* (the Russo Marsh political spin memo faxed to political reporters) the memo appears to be another hit aimed at Gray Davis, but in fact the real target is Riordan. The memo hits Davis for blasting Riordan's LADWP as a *price gouger*, but quickly notes Mayor and Mrs. Riordan forked over a political contribution of *$25,000 to Davis just last year*. How is that going to sit with GOP primary voters? Stay tuned...

L.A. CITY ELECTION ANALYSIS

Editor's note: Voter turnout in the June 5th L.A. City runoff election was ***36.21%***. There are still absentee ballots yet to be counted, but they won't impact the outcome of the top two citywide races. However, there are at least two city council contests which are close and those could be impacted. We'll hit the city council races next week. And next week **Calpeek** will present its list of ***Winners & Losers***. For now, here is Part I of our analysis of the L.A. City runoff...

HAHN DEFEATS VILLARAIGOSA

...A half dozen neutral sources told **Calpeek** on June 4th that there was little doubt in their mind that L.A. City Attorney Jim Hahn would defeat former Assembly Speaker Antonio Villaraigosa the next day – June 5th. And all had exactly the same reason: Hahn's :30-second tv hit against Villaraigosa using the Vignali Pardon. **Calpeek** believes this particular ad produced by Hahn media consultant Bill Carrick was the *most effective* tv hit done in the last 20 years in Calif. politics. Didn't say it was the best – only the most effective.

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Until that ad started to run, the race between Hahn and Villaraigosa was very close…

…And all of the above sources agreed that Villaraigosa's ultimate defeat by a ***54%*** to ***46%*** margin was due to the fact he failed to counter this ad in a timely and effective manner, and yet the campaign knew this ad was coming. Villaraigosa's complaint about the ad wasn't the substance, but rather the visuals – in particular a photo of a crack cocaine pipe. Should Carrick have used other visuals? That will be debated for some time, but it's the job of the media consultant to produce television ads which work. FYI: one of the better analysis of the Vignali tv hit was written by *L.A. Times* columnist Steve Lopez, who said in part, "…Hahn turned Villaraigosa's 1996 clemency plea into a letter bomb and dropped it in his (Villaraigosa's) lap."…

…And just think about this: had it not been for Pres. Bill Clinton's pardon of Marc Rich, it's just possible that the Carlos Vignali pardon might have gone unnoticed. It was the Rich pardon that caused a media feeding frenzy which ultimately resulted in the *L.A. Times*' coverage of Vignali…

…Were there other factors in Hahn's victory? YES. 1) Sources give lots of credit to Hahn's campaign structure and especially to the campaign chair Bill Wardlaw. If there was a Bill Wardlaw *type* in the Villaraigosa campaign, we're not aware of him or her. In other words, who was really in charge of Villaraigosa's campaign? 2) The perception that organized labor was solidly behind Villaraigosa was a myth. Fact: the 3 most important L.A. City unions were for Hahn: SEIU #347, the L.A. Police Protective League and L.A. City Firefighters. Throw in AFSCME and the Building & Construction Trade Unions and it shows that Hahn had excellent labor support too. 3) Villaraigosa's campaign was built around endorsements – from Gov. Gray Davis and a host of other Demo elected officials to L.A. Mayor Richard Riordan. Endorsements are great, but there has to be something else. And 4) Villaraigosa's tv ads were fair but not great. The one about building 100 new schools – what does that have to do with being Mayor of L.A.???

DELGADILLO BEATS FEUER

…L.A. City Attorney-elect Rocky Delgadillo was a surprise winner June 5th. Most insiders felt that L.A. Councilman Mike Feuer had the inside track. Feuer had the bulk of the key endorsements – except for L.A. Mayor Richard Riordan. And in the end, Riordan's help may have been the critical factor in Delgadillo's win. Riordan did an independent expenditure and went up on tv for his deputy L.A. mayor. Delgadillo won: ***52.43%*** vs.***47.57%*** for Feuer…

…But there were other factors too: 1) the Magic Johnson tv ad + the late endorsement by U.S. Rep. Maxine Waters (Rocky was on Maxine's slate) helped Delgadillo, as did endorsements by L.A. Councilman Nate Holden and former Congressman Mervyn Dymally. 2) Some sources think Villaraigosa's GOTV in the heavy Latino council districts helped Delgadillo. 3) Delgadillo went after Feuer on LAPD/Ramparts scandal and Feuer didn't respond. And 4) Feuer was outspent 2-to-1, and Feuer spent about $1 million in the runoff…

…A very nice win for Delgadillo's team, which included lead consultant Larry Grisolano, savvy fundraiser Alice Borden, press secretary Kristina Scott and tv media consultant David Axelrod of Chicago. Stay tuned…

CALPEEK'S CAMPAIGN CONSULTANTS DIRECTORY
Calpeek is now beginning to send out a 2nd round of Consultant Questionnaires to those consultants who still have not responded to the first request. If you are a consultant who has not received a questionnaire (and you want to be included in the new 2001-2002 **Directory of Campaign Consultants**) better contact Dick Rosengarten ASAP (310)659-0205. If you are interested in *advertising* in the new Directory, again please contact Calpeek Publisher Dick Rosengarten. FYI: the back outside cover of the Directory has been **sold**…

CAMPAIGN 2001: WATSON WINS 32ND CD SPECIAL.

Editor's note: No shock here in the June 5th runoff election for the late Julian Dixon's 32nd CD seat which runs from West L.A. and Culver City into sections of South Central L.A. Former CA State Sen. Dianne Watson(D) was an easy winner. Here's a brief analysis…

…Turnout in 32nd CD special was 36.27% - much higher than in a regular special due to the intense interest in the L.A. City mayor's race. And while there are some absentee ballots yet to be counted, this race is over because Watson won with ***74.80%***. GOP businesswoman Noel Irwin Hentschel got 19.89%; Green Party candidate Donna Warren received 3.75%; and Reform Party candidate Ezola Foster got 1.55%…

…This particular CD has a 70% Demo registration, thus Watson ran almost 5 points better than registration. And because of the L.A. Mayor's race, just about every vote for either Jim Hahn or Antonio Villaraigosa was also a vote for Watson. A nice win for Watson's campaign team of lead consultant Leo Briones; GOTV guru Susan Burnside; and pollsters Fairbank Maslin Maullin…

…The only reason this special attracted the scant news media attention it did was because Hentschel has *deep poc-*

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kets and spent around $1 million (mostly her own) on cable tv, mail and outdoor advertising. And Hentschel tried to get Watson to debate after the primary, but that was a lost cause. Politically, it was a smart move by Watson…

…So why did Hentschel run? She wanted to show there are Republicans who really care about the inner city – and she's not just talking about South Central, but also Mar Vista on L.A.'s Westside, which like South Central, is gang and drug infested. Hentschel plans to stay active in the 32nd CD and wants to hold Watson's feet to the fire to make sure she follows up on her campaign promises. Stay tuned…

ENERGY & POLITICS: CALPEEK'S SHORT TAKES.

Editor's note: Here are some brief updates on various stories related to the ongoing energy crisis…

♦ ***New Poll on FERC & Price Caps*** – A new survey by the Washington Post-ABC News shows 56% agree with Gov. Gray Davis' position that FERC (the federal govt.) should step in a set limits on the wholesale price of electric power. 40% disagree and oppose price caps – a position taken by Pres. George W. Bush. The poll was taken May 31-June 3, among 1,004 adults nationwide…

♦ ***Proposed NV Nuke Dump Site Gets a Break*** – With the change in leadership of the U.S. Senate, the Dept. of Energy and the Bush Administration may have a tough time getting approval for a proposed nuclear waste disposal site in the Yucca Mountains, 90 miles from Las Vegas. With U.S. Sen. Tom Daschle as Majority Leader – and U.S. Sen. Harry Reid(D-NV) as Majority Whip, odds of Yucca Mt. being approved as a storage site are almost nil. The DOE has been studying Yucca Mt. for years and sometime this year they will probably recommend in favor of the NV site. A recommendation would then be sent to Pres. Bush. If NV challenges the recommendation (bet your first born they will), then the proposal goes to congress for a vote…

♦ ***NIMBY Action Once Again*** – This time it's some L.A. City Councilmembers who are opposing a plan to build a 53 megawatt peaker plant on land adjacent to the Kenneth Hahn State Recreational Area – in the Baldwin Hills area. The facility would use two gas turbine engines and would operate 24-hours every day. A motion asking the City of L.A. to oppose this construction was put forth by Councilman Mike Feuer…

♦ ***Calif. Used 11% Less Electricity in May*** – New data from the Calif. Energy Comm. shows that the overall monthly electricity use for May 2002 was 11% less than in the same period one year ago. It's the first month where the commission has been able to make comparisons…

CAMPAIGN 2002: NEW FIELD POLL SHOWS NAME IDENTIFICATION FOR STATEWIDE CANDIDATES…

Editor's note: The newest Field Poll lists possible candidates for Statewide office in 2002. Some very familiar names on the list, but for some reason a few names were omitted: Lt. Gov. Cruz Bustamante(D); Controller Kathleen Connell(D); former Assemblyman Keith Olberg(R); and State Sen. Tom McClintock(R). We've categorized the names by office and the numbers shown in this chart will be for name ID, with favorables & unfavorables. For Demo candidates, we've listed only the Demo response; ditto for GOPers. This particular part of Field's overall polling was conducted May 11-20 among 332 registered Demos; 283 registered GOPers and 112 other voters. We're not going to list all 22. For example, Demo State Sen. Don Perata's name is on this list, yet his office insists he's not running Statewide in 2002…

Name	ID Rating	Favor	Unfav.
GOVERNOR			
Gov. Gray Davis(D)	93%	62%	35%
Richard Riordan(R)	64%	44%	22%
Bill Jones(R)	44%	21%	19%
William Simon Jr.(R)	23%	16%	7%
SECRETARY OF STATE			
March Fong Eu(D)	59%	47%	12%
Michela Alioto(D)	36%	24%	12%
Kevin Shelley(D)	30%	24%	6%
Tony Cardenas(D)	22%	17%	5%
Keith Olberg(R)	was not included in this poll		
INSURANCE COMMISSIONER			
John Garamendi(D)	51%	32%	18%
Jackie Speier(D)	38%	34%	4%
Comm. Harry Low(D)	31%	19%	12%
Tom Calderon(D)	22%	18%	4%
CONTROLLER			
Dean Andal(R)	15%	12%	3%
Johan Klehs(D)	15%	10%	5%
Steve Westley(D)	17%	12%	5%
Tom McClintock(R)	was not included in this poll		
SUPT. OF PUBLIC INSTRUCTION			
Lynn Leach(R)	24%	18%	6%
Jack O'Connell(D)	34%	27%	7%
OTHERS			
AG Bill Lockyer(D)	50%	36%	14%
Treas. Phil Angelides(D)	39%	31%	8%

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For those inclined to use it, we do have an E-mail address: **calpeek@aol.com.** We check our E-Mail 4-5 times a week...

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***CAMPAIGN 2002:* CALIFORNIA INITIATIVE UPDATE.**
Editor's note: There are now 13 initiatives circulating. It is anticipated that more initiatives will enter circulation in the very near future, all trying for the November 2002 ballot. Here's a brief update & chart…

Name	Deadline	Statute or C/A
Overriding Federal Law	6/25/01	Statute
Compensation of State Officers	7/30/01	C/A
Beginning of Life	8/20/01	Statute
Juvenile Court	8/27/01	Statute
Legalized Casino Gambling	8/27/01	C/A
Reapportionment	9/7/01	C/A
Affordable Housing	9/14/01	Statute
Monorail Systems	9/14/01	Statute
Citizen Clemency Boards	9/17/01	C/A
Legislative Term Limits	10/1/01	C/A
Tobacco – Pt. of Sales	10/1/01	Statute
Welfare Benefits for Children	10/12/01	Statute
Natural Gas	10/26/01	C/A

◆ ***Natural Gas. Local Govt. Acquisition & Control. Constitutional Amendment*** is the official title for this measure by Assemblyman Dennis Cardoza(D). He has until 10/26 to collect 670,816 signatures. This measure authorizes any county, city, public district or muni corporation to buy or otherwise acquire natural gas from any public or private entity – and to acquire, operate and controll equipment and facilities for the exploration, production, distribution, sale or lease of natural gas for any public or private use…

● ***The Racial Privacy Initiative*** – The co-authors, M. Royce Van Tassell and Kevin Nguyen of the Amer. Civil Rights Inst. in Sacto, have pulled their initiative for the time being, but plan to resubmit in time for the November 2002 ballot. The pair, along with Prop. 209 author Ward Connerly, are trying to raise a campaign warchest, with some of the money going to hire a petition manager (to gather signatures). Unlike Prop. 209, the CA Republican Party has decided not to become involved with this effort. Stay tuned…

CALPEEK'S INFOBAHN; POLITICAL SHORT TAKES.
Editor's note: Here are a few items, political & otherwise, worth noting…

■ ***New Davis Poll*** – Gov. Gray Davis' chief pollster, Paul Maslin of Fairbank, Maslin, Maullin & Assoc., has released some new data which shows Davis' job approval rating going upward to *52%* vs. 45% disapprove. In the recent Field Poll (May 11-20) Davis was at 42% approve vs. 49% disapprove. The FMM survey was taken May 28-June 3 among 800 registered voters. The FMM survey also shows President George W. Bush's job approval rating in Calif. is now just 43% approve vs. 51% disapprove. Two months ago a FMM survey showed Bush's approval rating at 56% vs. 35% disapprove…

■ ***Compton Mayor's Contest*** – Controversial incumbent Compton Mayor Omar Bradley, who was seeking a 3rd term, has been defeated by Eric Perrodin, an L.A. Deputy DA whose brother is a well-known Compton PD officer. Perrodin received 4,595 votes vs. 4,389 for Bradley…

CALPEEK's NEW JOBS AND PERSONNEL NOTICES.
Editor's note: Here are some items to mark down in your notebook…

● The CSU Trustees have appointed former U.S. Sec. of the Army Louis Caldera as vice chancellor for University Advancement…

● The CA Republican Party has hired Rob Stutzman as the GOP's communications consultant. Stutzman worked for former AG Dan Lungren. He will be based in Sacto (916)441-0934. email: stutzman@jps.net…

● L.A. Controller-elect Laura Chick has hired city financial mgr. Patricia Canfield as Chief Deputy Controller…

● Sacto-based McNally Temple Assoc. has won its 2nd Emmy for a documentary film about Corcoran State Prison. The doc was produced for the CCPOA…

● The San Diego chpt.of the AGC has hired Brad Barnum as its director of Govt. Relations…

● Daly City-based Public Affairs Associates has added two new associates: retired San Jose Councilwoman Charlotte Powers and retired Palo Alto Councilwoman Miki Schneider…

CALPEEK'S CALENDAR OF POLITICAL EVENTS

June 15	Calif. State Budget must be passed.
June 28-30	NALEO's 18th Annual Conference, San Jose.
July 15-17	DLC Nat'l Convention, Indianapolis, IN.
July 20-Aug. 20	CA Legislature's summer recess.
July 26-29	Reform Party USA will hold its 5th annual convention, Renaissance Hotel, Nashville, TN.
Sept. 11	Special election – L.A. City 4th Council Dist.
Sept. 28-29	CA Political Attorneys Assn. convention, Monterey.
Oct. 14	Last day for Gov. Davis to sign bills.
Oct. 29	Calif. candidate declaration of intent for 2002.
Nov. 9-12	IAPC 34th World Conference, Malta.
Nov. 27-Dec. 1	Nat'l League of Cities – Atlanta, GA

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